CORPORATE GIFTS AND THE SALES CYCLE

Not all products and services are the same, but almost all follow the same marketing and sales patterns. By utilizing corporate gift giving at strategic points in the sales cycle, you can both enhance your brand awareness and cultivate customer loyalty — all to impact your bottom line. Follow each step below to understand the different stages of the sales cycle and how corporate gifting plays a role.

1 BRAND AWARENESS
The first step is to build brand awareness by maintaining an active presence in traditional and online media.
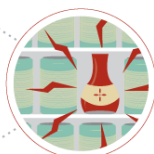
2 BRAND CONSIDERATION
Advertising campaigns and other marketing initiatives highlight brand benefits and differentiators.

3 BRAND PREFERENCE
Potential customers decide which one brand is most appealing when compared to others in the marketplace.

4 PURCHASE INTENTION
A buyer will make plans to purchase the product or service that he or she has determined to be preferable.

5 PURCHASE
Purchase intent doesn't always mean a sale, so using sales techniques helps a buyer's intent become a purchase.

6 CUSTOMER LOYALTY
A customer will continue to buy a product or invest in a service that satisfied his or her needs.

7 CUSTOMER ADVOCACY
Some customers will be so happy with their purchase that they'll spread the brand's message to others.

CUSTOM GIFTS

To support efforts at this point in the cycle, consider gifts that include your company's name or logo. Keeping your brand in-sight and top-of-mind is important in converting business prospects into valued clients. Branded re-usable products, gourmet consumables and tech devices are all great examples of custom gifts that will make your brand stick.

THANK YOU GIFTS

Whether you're sending clients holiday cheer, thanking them for a recent sale or simply showing your continued appreciation, well-timed displays of gratitude can encourage loyalty and advocacy for your brand. These gifts should be both thoughtful and personal for your client. Custom gift baskets, baked goods and event tickets are good examples to consider.